



**PUBLIC AFFAIRS SECTION  
EMBASSY OF THE UNITED STATES OF AMERICA**

**ВІДДІЛ ПРЕСИ, ОСВІТИ І КУЛЬТУРИ  
ПОСОЛЬСТВО СПОЛУЧЕНИХ ШТАТІВ АМЕРИКИ**

4 Hlybochytska St., Kyiv 04050, Ukraine    Вул.Глибочицька 4, Київ 04050, Україна  
Phone 490-4026; fax: 490-4050    Тел. 490-4026; факс: 490-4050

<http://www.kyiv.usembassy.gov>

---

**March 18, 2011**

**MEDIA DEVELOPMENT FUND PROGRAM**

**Competition: STRENGTHENING ONLINE MEDIA IN UKRAINE**

The Media Development Fund of the U.S. Embassy is announcing special grants competition to encourage projects that will help to boost online media in Ukraine and provide media professionals and journalism students with an opportunity to learn about new media tools.

The Media Development Fund welcomes proposals from national and regional media organizations, journalism schools and all types of independent media outlets. State-owned media are not eligible to apply.

Project proposals should focus on, but are not limited to the following components

- Support online media in conducting own journalism investigations, improving news service and promoting in-depth reporting on such issues as freedom of the media, human rights, corruption, and government transparency;
- Launch internet broadcasting and internet radio; create and upgrade with new media tools existing web-pages of the print publications, TV and radio stations, students' media and websites of the small towns that serve as news and information portals (last should have min 300 daily hits);
- Train journalism students, local media professionals and civic activists in new media tools, such as podcasts, streaming video, forums, web-chats, blogging, social networks, etc.
- Organize internships and inter-regional exchanges for journalism students and promising young professionals with the leading regional and national online publications;
- Involve reputable internet journalists to teach within and extra-curriculum courses at the local journalism schools that include online writing, editing, new media tools, internet ethic codes, etc.

Average project budgets should be between \$10,000 and \$20,000 depending on the scope of proposed activities. Maximum duration of projects is 12 months.

**Deadline for submitting proposals is April 8, 2011 COB (5 pm)**

**TO APPLY:**

Please use the standard Media Development Fund application form and follow the instructions available at: <http://ukraine.usembassy.gov/media-fund.html>. Potential applicants may also request information by calling (044) 490-4026 or by writing to [KyivMDF@state.gov](mailto:KyivMDF@state.gov).

Please refer to the “Online Journalism Competition” in all relevant communication and on the application. Project proposals must be sent **ONLY** in electronic form to the: [KyivMDF@state.gov](mailto:KyivMDF@state.gov). **No hard copies are requested.**

Please note that late or incomplete applications will not be considered.

If you do not get a confirmation letter within 3 working days, please contact us at (044) 490-4026 to inquire the status of your proposal.

**COMPETITION REQUIREMENTS**

- Grants can be given only to Ukrainian media outlets and NGOs registered in accordance with Ukrainian law.
- All project activities are to take place in Ukraine.
- Applicants are encouraged to seek funding from other donors and to offer some type of cost sharing (volunteer time, space, equipment, etc.)
- **ALL APPLICANTS SHOULD BE NON-PARTISAN.** They cannot represent or be affiliated with a political party, or appointed or elected officials. Media outlets, which belong to and/or supported by political parties, are not eligible to apply.